Bibliography of the Australian Author-Specific HALLIDAY series of Western Novel Magazines

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INTRODUCTION

Among the many series of western novel magazines produced by Cleveland Publishing in Australia, the Halliday series stands out by its many reprint and eBook editions. With only 17 titles, this series was written by Desmond Robert Dunn (1929-2003) using the pen name Adam Brady. The stories about Buck Halliday were first published in 1967-1978, with the first ten titles scattered among Cleveland's mixed series. The last seven titles got their own series in 1978, with issue numbers starting at #301. As part of a series, the different stories are more or less independent, and the reading order is not very important.

Judged by their cover art and contents, the Halliday series is best categorized as "Sexy Western". In Australia, they followed in the footsteps of the Tod Conrad series with 21 books from 1957-1966 by the Horwitz publisher (Nilsson 2020). The pen name Tod Conrad was used by the very productive Australian author Richard Wilkes-Hunter (1906-1991). Maybe Cleveland found it a good idea to publish their own variant of sexy western after that Tod Conrad was ended by Horwitz. In comparison to Tod Conrad, the ladies on the Halliday covers exposed more skin, and the sex scenes did become more explicit, reflecting the changing view on sexuality between 1957 and 1967. It is interesting to note that the first Halliday novel magazines pre-date the Scandinavian publication of sexy westerns in series like the Swedish *Bravo* from 1968 and the Norwegian *Clay Allison* from 1969 (Nilsson 2020). The subgenre of slightly pornographic westerns is thus as much an Australian invention as a Scandinavian one.

Buck Halliday is a drifter that is handy with his gun, and arriving in new towns only to get involved in some local tension between men of different kinds. He has a strong attraction on the womenfolks, and when seduced by some young and beatiful girl he normally gets into trouble. The blurb found on the early books "He tamed his women like he tamed his towns!" is not really true as the women as a rule actively initiate the forthcoming sexual relation. When they keep wanting more from him, he has to continue his drifting way of life.

OVERVIEW OF EDITIONS

The ten first titles within the Halliday series were first mixed with stand-alone novels by many different authors in nine of Cleveland Publishing's author-mixed series. The nine first titles were dated to 1967-1971, whereas title #10 appeared closer to 1976. This publication strategy did create some problems in finding the correct publication sequence as the numbering of issues was of little use (Nilsson 2026a). The seven last titles were, on the other hand, placed in the separate series *A Halliday Western*, with issues numbered 301-307, and dated to 1978. Their price was 60 cents.

At least titles #3 and 6 were reprinted already in the mid 70's, whereas all of the ten first titles were reprinted in Cleveland's mixed series in 1989. All 17 titles were in 1996 reprinted by Cleveland in the *Halliday Classic* series in the first continuous numbering sequence available, at the price of $2.50. In a

slightly revised form, this series was reprinted in 2013-2015 as *A Halliday Series*. In my list, this second reprint series is referred to as Halliday [II]. The price of this series went from $4.00 to 4.50.

Cleveland's Kindle eBook edition from 2018 included seemingly only the first seven Halliday titles. The British Piccadilly publisher's eBook edition from 2020-2023 included 16 of the 17 known titles. The missing title *Where Dust Won't Settle* is not available in the eBook format. Piccadilly bought the rights to the Halliday series from Cleveland and later sold them to Echo Books in Australia, in the same way as earlier described for *The Loner* series (Nilsson 2026b, Des Dunns Westerns 2026). Piccadilly also produced a few Halliday audiobooks before selling the titles to Echo Books. The latter publisher also has a paperback edition of *Born to Be Wild* for sale (e.g. at Barnes & Noble).

All editions are Australian except the British Piccadilly eBooks and audiobooks, four Black Horse Western hardbacks, four Linford Western Large Print paperbacks, and two printed editions of title #6 from Finland. As the earlier studied Cleveland novel magazines lacked printing dates, these were estimated from years given in reprints and the printed price on the front cover (Nilsson 2026a). Titles are here listed in their assumed order of publication, primarily based on estimated printing dates and the order found in Cleveland's *Halliday Classic* series.

I have found a total of 115 printed or eBook editions of the 17 novel-length Halliday stories. The title *Born to be Wild* takes the lead with its eleven editions, including also two from Finland. The rarest title is no doubt *Where Dust Won't Settle* with its three editions and never published as eBook. After the list, an overview of reprint and eBook editions is presented in Table 1. In the list below, the name of a woman that Buck Halliday interacts with is given within parenthesis after the title, when known.

COVER ART

A selection of printed or eBook front covers are shown on four plates in Appendix 1. Covers were seen from 79 of the 115 known Halliday editions. Only two of the 17 *Halliday Classic* titles were seen, but assuming all of them having the same cover paintings as *A Halliday Series* will raise the number of editions with known covers to 94. The four Linford Western paperbacks have their own photographic covers, whereas the four Black Horse Western hardbacks have the same cover paintings as the Piccadilly eBooks. The paintings used on the two Finnish editions were most likely previously used on other books than the Halliday ones.

Cleveland used cover art of primarily Spanish origin on their Halliday editions. I have only recognized to paintings by the Australian artist Stanley Pitt, namely on Arizona Western #294 and #405. Although signatures are rarely seen, my impression is that all 17 cover paintings used on the full Halliday reprint series are of Spanish origin. I have seen the signature of Fernando Fernandéz Sanchez, but think that also some more Spanish artists are represented. The paintings on Arizona Western #301 and Bison Western #515 were both signed by Sebastia Boada Domenech.

Echo Books used a mix of covers copied directly from various Cleveland Halliday editions, whereas Piccadilly used only Stanley Pitt paintings. Most of these had been used by Cleveland on titles by other authors than Adam Brady, and the only ones previously associated with printed Halliday editions are those found on eBooks #4 and #13. Cleveland sold Piccadilly a Halliday package, including also cover art that they owned, in contrast to the Spanish art they had used on their own editions (David Whitehead, pers. comm.).

LIST OF TITLES AND EDITIONS

1. ***Halliday*** (Beth Cowper): **1967** Peacemaker Western #215; **1989** Arizona Western #402; **1996** Halliday Classic #1; **2013** Halliday [II] #1; **2018** Halliday Kindle eBook #1; **2020a** Black Horse Western #3091; **2020b** Halliday Piccadilly eBook #1; **2023** Linford Western #5017; **2024** Echo Books Des Dunn eBook.

2. ***Fury of the .44*** (Melissa Hahn): **1967** Winchester Western #773; **1996** Halliday Classic #2; **2013** Halliday [II] #2; **2018** Halliday Kindle eBook #2; **2019** Black Horse Western #3065; **2020** Halliday Piccadilly eBook #2; **2025a** Echo Books Des Dunn eBook; **2025b** Linford Western #5512.

3. ***Ride for the Devil!*** (Donna Heller): **1967** High Brand Western #266; **1974** Bobcat Western #295; **1989** High Brand Western #334; **1996** Halliday Classic #3; **2013** Halliday [II] #3; **2018** Halliday Kindle eBook #3; **2020** Halliday Piccadilly eBook #3; **2025** Echo Books Des Dunn eBook.

4. ***Why Men Die*** (Charity): **1971** Sierra Western #479; **1974** Arizona #294; **1989** Top Hand #334; **1996** Halliday Classic #4; **2014** Halliday [II] #4; **2018** Halliday Kindle eBook #4; **2020** Halliday Piccadilly eBook #4; **2025** Echo Books Des Dunn eBook.

5. ***The Drifting Breed*** (Dora Hillary): **1971** Big Horn Western #367; **1989** Arizona Western #403; **1996** Halliday Classic #5; **2014** Halliday [II] #5; **2018** Halliday Kindle eBook #5; 2020 Halliday Piccadilly eBook #5; **2025** Echo Books Des Dunn eBook.

6. ***Born to Be Wild*** (Lacey Fallon): **1973** Chisholm Western #720; **1975** Arizona Western #301; **1989** Bison #718; **1996** Halliday Classic #6; **2014** Halliday [II] #6; **2018** Halliday Kindle eBook #6; **2020** Halliday Piccadilly eBook #6; **2025** Echo Books Des Dunn eBook; **2026** dito, paperback; **Finland**: **1981** *Kova poika kulkuriksi*, Colorado #1; **1990** dito, Colt #4.

7. ***Name Your Bounty*** (Alice): **1971** Santa Fe Western #369; **1989** Condor Western #287; **1996** Halliday Classic #7; **2014** Halliday [II] #7; **2018** Halliday Kindle eBook #7; **2020** Halliday Piccadilly eBook #7; **2025** Echo Books Des Dunn eBook.

8. ***Only the Fastest*** (Hope Clayton): **1971** Winchester Western #777; **1975** Bison Western #515; **1989** Peacemaker #287; **1996** Halliday Classic #8; **2014** Halliday [II] #8; **2020** Black Horse Western #3129; **2021** Halliday Piccadilly eBook #8; **2023** Linford Western #5043.

9. ***The Final Flutter*** (Judith): **1971** Pinto Western #472; **1976** Bison Western #530; **1989** Arizona Western #404; **1996** Halliday Classic #9; **2015** Halliday [II] #9; **2021** Halliday Piccadilly eBook #9; **2025** Echo Books Des Dunn eBook.

10. ***Drifter's Brand*** (Mary Harley): **1976** Cleveland Western #1742; **1989** Bison Western #720; **1996** Halliday Classic #10; **2015** Halliday [II] #10; **2021** Halliday Piccadilly eBook #10; **2025** Echo Books Des Dunn eBook.

11. ***Why Not Hang Him?*** (Lucy Sproule): **1978** Halliday Western #301; **1996** Halliday Classic #11; **2015** Halliday [II] 11; **2021** Halliday Piccadilly eBook #11; **2025** Echo Books Des Dunn eBook.

12. ***The Wayward Breed*** (Jane Rankin): **1978** Halliday Western #302; **1996** Halliday Classic #12; **2015** Halliday [II] #12; **2021** Halliday Piccadilly eBook #12; **2025** Echo Books Des Dunn eBook.

13. ***Don't Send a Dude*** (Larraine Rushton): **1978** Halliday Western #303; **1990** Arizona Western #405; **1996** Halliday Classic #13; **2015** Halliday [II] #13; **2021** Halliday Piccadilly eBook #13; **2024** Echo Books Des Dunn eBook.

14. ***Where Dust Won't Settle*** (?): **1978** Halliday Western #304; **1996** Halliday Classic #14; **2015** Halliday [II] #14.

15. ***What'll It Be?*** (Ella Beebe): **1978** Halliday Western #305; **1996** Halliday Classic #15; **2015** Halliday [II] #15; **2022** Halliday Piccadilly eBook #14; **2025** Echo Books Des Dunn eBook.

16. ***So Who's Arguin'?*** (Lizzie Coglan): **1978** Halliday Western #306; **1996** Halliday Classic #16; **2015** Halliday [II] #16; **2020** Black Horse Western #3130; **2023a** Halliday Piccadilly eBook #15; **2023b** Linford Western #5044; **2025** Echo Books Des Dunn eBook.

17. ***Put a Price on It!*** (Norrie Findlay): **1978** Halliday Western #307; **1996** Halliday Classic #17; **2015** Halliday [II] #17; **2023** Halliday Piccadilly eBook #16; **2025** Echo Books Des Dunn eBook.

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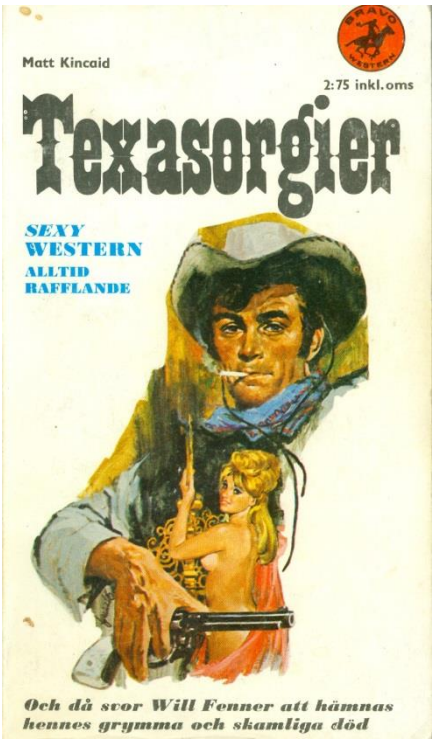
I thank Mark Simunsen and David Whitehead for valuable help in finding information on the Halliday series.

Table 1. Overview of reprint and eBook editions of the 17 Halliday titles. Cleveland's series coded as: (AZ) Arizona, (BI) Bison, (CO) Condor, (HB) High Brand, (PM) Peacemaker, and (TH) Top Hand Western. Black Horse Western coded as BHW.

	Australia			UK		eBooks		
Title	**1989**	**1996**	**2013**	**BHW**	**Linford**	**Clev.**	**Picc.**	**Echo**
Halliday	AZ	1	1	X	X	1	1	X
Fury of the .44	?	2	2	X	X	2	2	X
Ride for the Devil!	HB	3	3			3	3	X
Why Men Die	TH	4	4			4	4	X
The Drifting Breed	AZ	5	5			5	5	X
Born to Be Wild	BI	6	6			6	6	X
Name Your Bounty	CO	7	7			7	7	X
Only the Fastest	PM	8	8	X	X		8	
The Final Flutter	AZ	9	9				9	X
Drifter's Brand	BI	10	10				10	X
Why Not Hang Him?		11	11				11	X
The Wayward Breed		12	12				12	X
Don't Send a Dude	AZ	13	13				13	X
Where Dust Won't Settle		14	14					
What'll It Be?		15	15				14	X
So Who's Arguin'?		16	16	X	X		15	X
Put a Price on It!		17	17				16	X



The Swedish book #78 of the Bravo series from 1968 was marketed as "Sexy Western", and used the same cover painting by Fernando Fernandéz Sanchez as the first edition of the Halliday title *Fury of the .44* published in 1967 as Winchester Western #773.

Appendix 1: Front covers of selected editions of the Halliday series are shown on four plates.

Plate 1: A selection of front covers of Halliday editions published separately in Cleveland's shorter mixed series of novel magazines. Many of these editions represent originals, and also issue #305 of the first, short, Halliday series is included.

Plate 2: Front covers of all 17 issues of Cleveland's 2nd full reprint series, *A Halliday Series!* Note that the cover of issue #5 in fact was taken from the Kindle edition, characterized by the lack of a printed price.

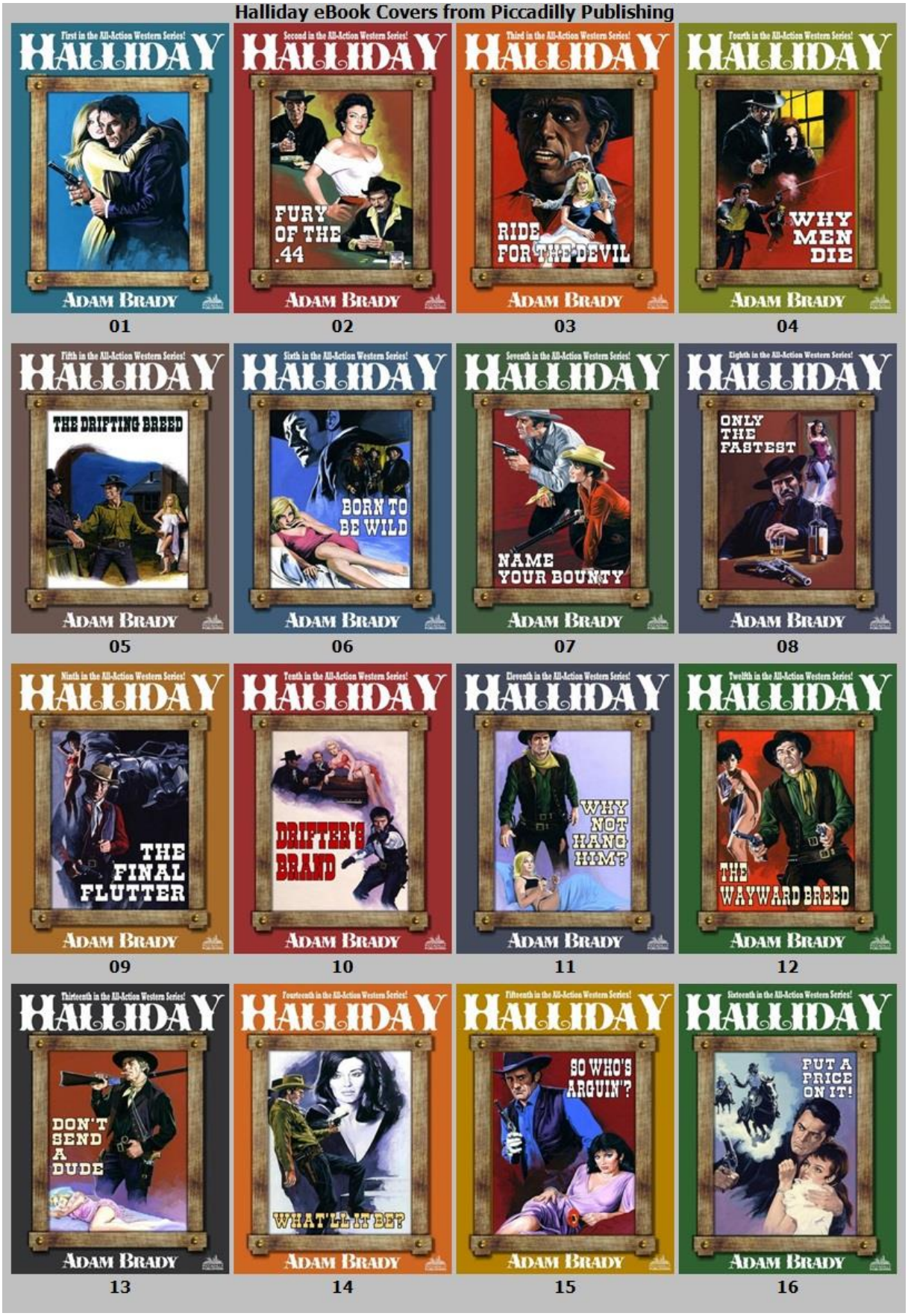
Plate 3: Front covers of all 16 eBooks from Piccadilly Publishing. Note that most of the cover art was first used by Cleveland on novel magazines with titles from other authors than Adam Brady.

Plate 4: Selected front covers from Australian, British, and Finnish Halliday editions. The two Australian editions are from the *Halliday Classic* series, which was Cleveland's first full reprint series. The two Finnish covers are from the Colt and Colorado series, respectively (Kivimäki 2026). The British editions shown include all four Black Horse Western hardbacks, and all four Linford Western paperbacks.

The Swedish book #93 of the Bravo series from 1969 was marketed as "Sexy Western", and used the same Spanish cover painting as the first edition of the Halliday title *Ride for the Devil!* published in 1967 as High Brand Western #266.

Halliday Front Covers from Cleveland's Mixed Series
WHY MEN DIE
ADAM BRADY
Arizona 294
BORN TO BE WILD
Arizona 301
Halliday
ADAM BRADY
Arizona 402
The Drifting Breed
ADAM BRADY
Arizona 403
THE FINAL FLUTTER
ADAM BRADY
Arizona 404
DON'T SEND A DUDE
ADAM BRADY
Arizona 405
The Drifting Breed
ADAM BRADY
Big Horn 367
ONLY THE FASTEST
ADAM BRADY
Bison 515
Born To Be Wild
ADAM BRADY
Bison 718
DRIFTER'S BRAND
ADAM BRADY
Bison 720
NAME YOUR BOUNTY
ADAM BRADY
Condor 287
What'll It Be?
Halliday 305
Ride For The Devil!
ADAM BRADY
High Brand 266
Ride For The Devil!
ADAM BRADY
High Brand 334
Halliday
ADAM BRADY
Peacemaker 215
ONLY THE FASTEST
ADAM BRADY
Peacemaker 287
THE FINAL FLUTTER
ADAM BRADY
Pinto 472
NAME YOUR BOUNTY
ADAM BRADY
Santa Fe 369
Why Men Die
ADAM BRADY
Top Hand 334
Fury Of The .44
ADAM BRADY
Winchester 773

Front Covers of A Halliday Series #1-17


Halliday eBook Covers from Piccadilly Publishing
HALLIDAY
ADAM BRADY
01
FURY OF THE .44
02
RIDE FOR THE DEVIL
03
WHY MEN DIE
04
THE DRIFTING BREED
05
BORN TO BE WILD
06
NAME YOUR BOUNTY
07
ONLY THE FASTEST
08
THE FINAL FLUTTER
09
DRIFTER'S BRAND
10
WHY NOT HANG HIM?
11
THE WAYWARD BREED
12
DON'T SEND A DUDE
13
WHAT'LL IT BE?
14
SO WHO'S ARGUIN'?
15
PUT A PRICE ON IT!
16

Selected Halliday Front Covers from AU, FI & UK
A Black Horse Western
FURY OF THE .44
ADAM BRADY
BHW 3065
A Black Horse Western
HALLIDAY
ADAM BRADY
BHW 3091
A Black Horse Western
ONLY THE FASTEST
ADAM BRADY
BHW 3129
A Black Horse Western
SO WHO'S ARGUIN'
ADAM BRADY
BHW 3130
a HALLIDAY classic
WHY NOT HANG HIM?
Classic 11
a HALLIDAY classic
SO WHO'S ARGUIN'?
ADAM BRADY
Classic 16
COLORADO
No 1 1981 4.90
RUUDIN RAJUA PALOA COLORADOSSA
kova poika kulkuriksi
Colorado 1981 1
COLT
No 4 1990 14.50
VEDÄ LONKALTA, VEDÄ COLT!
Kova poika kulkuriksi
Colt 1990 4
ADAM BRADY
Halliday
Linford 5017
ADAM BRADY
Only the Fastest
Linford 5043
ADAM BRADY
So Who's Arguin'
Linford 5044
Fury of the .44
ADAM BRADY
Linford 5512